



Conference 2020

Vital Operations: Museums and
Organizational Sustainability

September 17, 2020

Sponsorship and Exhibitor Opportunities





About the Alberta Museums Association

The Alberta Museums Association (AMA) was founded in 1971 as a non-profit organization dedicated to leading, facilitating, and supporting museums in their vital role with communities. Today, the AMA has more than 450 Individual and Institutional Members drawn from museum professionals across Alberta.

About Conference 2020

Colleagues from across Alberta and beyond will join the AMA on Thursday, September 17, for our 2020 Annual Conference, *Vital Operations: Museums and Organizational Sustainability*. The AMA will be holding Conference 2020 as a virtual event, examining the initiatives, strategies, and practices museums and cultural institutions undertake to build for the future.

As museums and their communities face changing economic, political, social, and environmental circumstances, building sustainable organizations is key to the immediate and continuing vitality of the museum sector. In addition, museums now face new operational realities in light of COVID-19 and public health requirements, realities that are impacting everything from funding opportunities to means of engagement.

Within the context of these shifting circumstances, Conference 2020 will explore organizational sustainability as one of the most important factors affecting a museum's operational capacity, potential impact, and long-term growth.

Why participate in the AMA's 2020 Conference?

- Promote your products and services to professionals from the museum and cultural sectors throughout the province and beyond.
- Foster new business with conference delegates and their networks.
- Join colleagues in discussions around shifting societal trends that impact the sector.
- Connect with regional, national, and international leaders in the museum field.
- Raise your profile within the cultural community and contribute to the success of this event.

Sponsorship Opportunities At-A-Glance

	Keynote Sponsor \$750	Session Sponsor \$300	Break Sponsor \$200
Registration and Event Website Logo Placement	✓	✓	✓
Online Event Logo Placement	✓	✓	✓
Verbal Recognition	✓	✓	✓
Speaking Opportunity	Five minutes	Three minutes	Ten minutes
Audience	All Delegates	Session Attendees	Break Attendees
Conference Registration	✓	✓	✓
Copy of Delegate List	✓	✓	✓

All sponsorship levels include 25% off advertising rates with the AMA until August 31, 2021. Find out more about advertising with the AMA [here](#).

Sponsorship Opportunities

Keynote Sponsor - \$750

SOLD

Sponsor our Conference's premier keynote event!

The opening keynote address, which is attended by all conference delegates, is the premier speaking event of Conference 2020 and sets the tone for delegate engagement for the day. Sponsoring the opening keynote offers the first opportunity to address all delegates.

- High profile event generally attended by all delegates;
- Speaking opportunity (five minutes);
- Logo placement on the registration and event website; and
- Verbal recognition throughout Conference.

Session Sponsor - \$300

Only 5 Left!

This opportunity allows sponsors to present in the waiting room of a session. All delegates attending the session wait for the session to begin in this online space.

- Speaking opportunity (three minutes);
- Choice of session (as available);
- Logo placement on the registration and event website; and
- Verbal recognition ahead of the session.

Break Sponsor - \$200

Only 2 Left!

Online breaks provide delegates with an opportunity to hear a presentation while they relax and refresh themselves between sessions. The sponsor presentation is followed by the chance to connect with attendees in the virtual space.

- Speaking opportunity (ten minutes);
- Choice of break (as available);
- Logo placement on the registration and event website; and
- Verbal recognition during the break.

To arrange sponsorship or for more information, please contact Jennifer Forsyth, Advancement Lead, at advancement@museums.ab.ca.

Online Exhibitor Opportunities

Online Trade Show “Room” - Thursday, September 17, 2020

- Offers multiple options for connecting with your target audience.
- Provides opportunities to arrange one-to-one meetings with delegates.
- Directs delegates to your business online.

Conference delegates attend the AMA Trade Show to become better informed purchasers and to interact with new products and services.

- 87% of delegates identify themselves as having the authority to purchase or having influence over purchasing decisions within their organizations.
- Conference evaluations show the most common reasons delegates visit the AMA Trade Show are to ‘learn about the latest products and services’ and to ‘network or socialize’.

This year’s trade show provides virtual opportunities to engage your prospects at a fraction of the cost of an in-person booth.

Virtual Exhibitor Booth - \$200

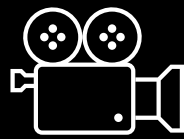
Your Virtual Exhibitor Booth includes:

- One complimentary event registration;
- Company name and logo placement on registration and event website;
- Company name and logo placement in the digital conference program;
- Promotion on AMA social media leading up to the event;
- Conference Delegate List; and
- Customizable company profile page that promotes your content, including:
 - Your header / logo
 - Your personalized video
 - Link to download your brochure
 - Links to your contact information and website
 - Additional features to connect with delegates

Sample "Virtual Booth" Layout

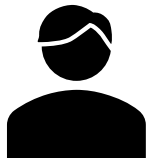
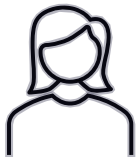
Exhibitor Header / Logo

Description of your organization, product, or service.



Exhibitor Video

Our Team:



Talk to us about:

...

Download Exhibitor Brochure

Contact Us:

- *Book a meeting*
- *Visit our website*
- *Email us*
- *Find us on social media*



To secure your spot as a Trade Show Exhibitor, please register for the 2020 AMA Conference Exhibitor Booth Event using the [AMA's website](#).

For more information about customizing your virtual trade show booth, or for any questions, please contact Jennifer Forsyth, Advancement Lead, at advancement@museums.ab.ca.